

## Message Text

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ACTION EB-07

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UNCLAS TOKYO 13723

FOR OIM/WELCH

E.O. 11652: N/A

TAGS: BEXP, JA

SUBJECT: CLOSE-OF-EXHIBITION REPORT: DO-IT-YOURSELF EXHIBITION,  
SEPTEMBER 6-10, 1976

1. U.S. PARTICIPANTS SEEKING REPRESENTATION: FIFTEEN

(A) SALES REPRESENTATIVES APPOINTED: ONE

(1) EXPECTED NEXT 12 MONTHS: FIFTY-FOUR

(2) LEADS OBTAINED: TWO HUNDRED TWENTY-FIVE

(B) LICENSEE AGREEMENTS SIGNED: NONE

(1) EXPECTED NEXT 12 MONTHS: THREE

(2) LEADS OBTAINED: FIVE

(C) JOINT VENTURE AGREEMENTS SIGNED: NONE

(1) EXPECTED NEXT 12 MONTHS: ONE

(2) LEADS OBTAINED: TWO

2. SALES: \$8,749,500

(A) ACTUAL DURING EVENT: \$54,500

2. (A) (1) NEW-TO-MARKET: \$54,500

(2) OLD-TO-MARKET: 0

(B) EXPECTED NEXT 12 MONTHS: \$8,695,000

(1) NEW-TO-MARKET: \$8,575,000

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(2) OLD-TO-MARKET: \$120,000

(C) LEADS OBTAINED:	814
(1) NEW-TO-MARKET:	774
(2) OLD-TO-MARKET:	40

3. REGISTERED VISITORS: 2,205 (2,397 HAND-COUNT)

4. TOTAL PARTICIPANTS: TWENTY-THREE REPRESENTING TWENTY-SEVEN U.S. COMPANIES

(A) NEW-TO-MARKET: TWENTY-TWO

(B) OLD-TO-MARKET: ONE

(C) FULLY ACHIEVED PRIMARY PARTICIPATION OBJECTIVE: ELEVEN

(D) PARTIALLY ACHIEVING PRIMARY PARTICIPATION OBJECTIVE: TWELVE

(E) FAILING TO ACHIEVE PRIMARY PARTICIPATION OBJECTIVE: NONE

(F) U.S. EXHIBITORS WITH REPRESENTATIVES ATTENDING FROM U.S.: TWELVE

5. NARRATIVE:

THE TRADE CENTER'S FIRST DIY EXHIBITION WAS AN UNQUALIFIED SUCCESS WITH OVER 814 SALES LEADS GENERATED FOR PARTICIPATING COMPANIES, IDENTIFYING QUALIFIED PROSPECTS FOR PARTICIPANTS SEEKING JAPANESE REPRESENTATION AND RECORDING SUBSTANTIAL SALES RESULTS. THE EXHIBITION OPENED ON MONDAY EVENING, SEPTEMBER 6, WITH A RECEPTION ATTENDED BY OVER TWO HUNDRED JAPANESE AND AMERICAN BUSINESSMEN AND PRESS REPRESENTATIVES. EMBASSY HOST JOHN E. MELLOR, COMMERCIAL COUNSELOR, AND JAPANESE GUEST OF HONOR MR. KIKUO MATSUSHITA, PRESIDENT OF THE JAPAN DO IT YOURSELF ASSOCIATION, SPOKE AND CUT THE RIBBON OFFICIALLY OPENING THE EXHIBITION.

ATTENDANCE EXCEEDED EXPECTATIONS WITH 2,205 VISITORS REGISTERED FOR THE EXHIBITION, 17.7 PERCENT COMING FROM OUTSIDE THE TOKYO AREA. EXHIBITORS WERE GENERALLY PLEASED WITH THE HIGH NUMBER OF SALES AND REPRESENTATIONAL PROSPECTS THEY WERE ABLE TO DEVELOP. RESULTS OF THIS EXHIBITION SUPPORT CONTENTION THAT DO IT YOURSELF MARKET IS GROWING RAPIDLY IN JAPAN AND OFFERS GOOD POTENTIAL TO U.S. FIRMS WITH UNIQUE AND HIGH QUALITY PRODUCTS. THIS WAS AN OUTSTANDING SALES RESULT FOR A CONSUMER PRODUCT EXHIBIT. SHOESMITH

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